

Serial No. 10/824,110

Reply to Office Action of April 27, 2005

### AMENDMENTS TO THE CLAIMS

1. (Original) A merchandising hanger comprising:

a planar surface having a top and a base, the planar surface adapted to receive printed indicia thereon and be suspended from a rod; and

a tab extending from the base of said surface, said tab having a stud integral with one of a first tab portion or a third tab portion and an aperture having a flange therein through the first tab portion or the third tab portion not having the stud integral therewith, the first tab portion having a first tab portion thickness, the third tab portion having a third tab portion thickness, and intermediate between the first tab portion and the third tab portion a second tab portion having a second tab portion thickness where the second tab portion thickness is less than the first tab portion thickness.

2. (Original) The hanger of claim 1 wherein the stud has a body and a conical cap.

3. (Previously Presented) The hanger of claim 1 wherein there is an opening adjacent to the base of the stud in the first tab portion or in the third tab portion integral therewith.

4. (Original) The merchandising hanger of claim 1 wherein the stud extends from the first tab portion and the aperture is through the third tab portion.

5. (Original) The hanger of claim 1 wherein the flange is divided into a plurality of flange portions.

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6. (Original) The hanger of claim 1 wherein said planar surface and said tab are a single piece molded of a thermoplastic material.

7. (Original) The hanger of claim 2 wherein the conical cap is hemispherical.

8. (Original) The hanger of claim 1 wherein the ratio of the first tab portion thickness:second tab portion thickness:third tab portion thickness is 1.5-3.5:1:1.3-2.5.

9. (Original) The hanger of claim 8 wherein the first tab portion thickness is greater than the third tab portion thickness.

10. (Currently Amended) A merchandising hanger comprising:

a planar surface having a top and a base, the planar surface adapted to receive printed indicia thereon and be suspended from a rod; and

a tab extending from the base of said surface, said tab having a stud integral with one of a first tab portion or a third tab portion and an aperture through the first tab portion or the third tab portion not having the stud integral therewith, the first tab portion having a first tab portion thickness, the third tab portion having a third tab portion thickness different than the first tab portion thickness, and intermediate between the first tab portion and the third tab portion a second tab portion having a second tab portion thickness wherein the ratio of the first tab portion thickness:second tab portion thickness:third tab portion thickness is 1.5-3.5:1:1.3-2.5.

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11. (Original) The hanger of claim 10 wherein the stud has a body and a conical cap.
12. (Original) The hanger of claim 10 wherein the aperture has a flange therein.
13. (Previously Presented) The hanger of claim 10 wherein there is an opening adjacent to the base of the stud in the first tab portion or in the third tab portion integral therewith.
14. (Original) The merchandising hanger of claim 10 wherein the stud extends from the first tab portion and the aperture is through the third tab portion.
15. (Original) The hanger of claim 12 wherein the flange is divided into a plurality of flange portions.
16. (Original) The hanger of claim 12 wherein said planar surface and said tab are a single piece molded of a thermoplastic material.
17. (Original) The hanger of claim 11 wherein the conical cap is hemispherical.
18. (Original) The hanger of claim 10 wherein the first tab portion thickness is greater than the third tab portion thickness.